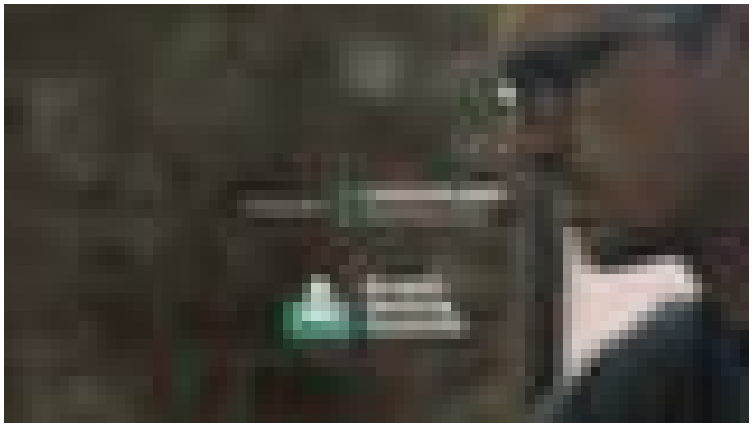
www.getwsodo.com

3 DISCIPLINES OF GROWTH HACKING – TECHNOLOGY

Topic Progress:



The second discipline of growth hacking is **Technology**.

This is an important piece that separates growth hacking from pretty much every other type of marketing out there, and will allow you to effectively turbo-boost your growth.

In the last lesson, we talked about how you have to *understand* the product in your marketing. With technology, you have the power to actually *change* the product and make it market itself.

I'll go through a whole series of "Product Tactics" later in the course, but for now, it's important to start thinking about how you can leverage data, utilize engineers, and tap into integrations and API's in order to amplify your growth.

RESOURCES & LINKS

- ***"Airbnb: The Growth Story You Didn't Know"*** (GrowthHackers.com)
- ***"Mastering Growth Hacking: how to combine technology and creativity"***
- **Zapier** - integrations tool
- **Productivity Machine** course by Foundr - check out the "Automations" module and advanced Zapier demo

← PREVIOUS TOPIC

NEXT TOPIC →

Course Navigation

MODULE 1: Growth Hacking Foundations

- Welcome to the Course
- What is Growth Hacking?
- 3 Disciplines of Growth Hacking - Marketing
- **3 Disciplines of Growth Hacking - Technology**
- 3 Disciplines of Growth Hacking - Psychology
- Common Myths & Truths About Growth Hacking
- The Growth Hacking Funnel
- Growth Hacking Tactics: Breaking Down the Funnel

MODULE 2: Pull Tactics for Getting Visitors

MODULE 3: Push & Product Tactics for Getting Visitors

MODULE 4: How to Activate Members & Retain Users

MODULE 5: Ideas To Grow On

MODULE 6 : Get Your Certificate!

Return to Growth Hacking Playbook